

BEFORE THE UNITED STATES
PATENT AND TRADEMARK OFFICE

In re the Patent Application 09/776,498

) **DECLARATION OF JOHN MICHAEL**
) **JENSEN, INVENTOR AND APPLICANT**
) **IN SUPPORT OF PATENT**
) **APPLICATION 09/776,498 AND**
) **RELATED APPLICATIONS**

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EXHIBIT 1

“A Pay-Per-E-Mail Service STARSBEST.COM *E-mail Your Favorite Stars (\$2 and up)*”

A Pay-Per-E-Mail Service

STARSBEST.COM

E-mail Your Favorite Stars (\$2 and up)

Television

Movies

Music

Fashion

Sports

Wrestling

Current Events

Games

Politics

Regional

Talkshows

Others

Disclaimer: Hopefully each Star who has agreed to participate will read and respond to each e-mail sent to them. Realistically, Stars are busy people and can't do everything. Starsbest.com can not guarantee that the Stars themselves read these e-mails or will respond, but all the stars here have agreed to participate and have agreed to at least download the e-mail to a computer. The stars do not get paid unless they or their staff download them. You will only be billed and notified when the e-mail is downloaded. Once downloaded, the e-mails may be screened or disposed of by the star or the star's staff. In other words, Starsbest.com makes no promises, representations, or warranties about whether the e-mails will be read. Simply, we provide a service that is the most likely way to communicate with your favorite stars.

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EXHIBIT 2

“Service Agreement”,

Service Agreement

Basic Terms:

Minimum E-mail price: \$2.00 US.

Maximum price: No maximum.

Length of E-mail: 40 words or 320 characters max. 1 Photo. and links allowed.

Revenue Split: Starsbest.com 50% and Star 50%.

Paid and Accounted for Quarterly.

Star grants starsbest.com a 6 month right to be the exclusive pay-per-email service for that star.

There is no cost to the Star to sign-up. Starsbest.com does not make any payments to stars to participate.

Star is granted a secure e-mail account which may be accessed from any internet- linked computer. E-mail can be picked up as desired. Accounts are only charged/credited when e-mail is downloaded by/for star.

Star also grants basic rights for the use of name and likeness in connection with service.

All material will be private yet not confidential and not liable for idea submission liability. Starsbest.com

Term of Agreement: Star agrees to a 6-month exclusive term which is automatically renewable, if desired. The exclusivity is only that the star will not participate in another pay-per-email service or equivalent service during the 6-month period.

Starsbest.com retains all rights with regard to participation and as the classifications of participants.

Starsbest.com

Pricing and the Right to Set the Price

The star has the right to set the price per e-mail with a base price no less than \$2.00 per e-mail. There is no maximum limit. The minimum fees are necessary because all charges are done by credit card which typically charge 30 cents or more per transaction as well as 2.5% to 3.5% of the amount billed per transaction.

These prices will be similar to the cost of postage, stationery, and supplies used to send a traditional correspondence by the US postal service.

In addition, advertising, marketing, site development, programming, and other fees need to be paid.

Starsbest.com recommends that the star set the price to somewhere between \$2.00 and \$25.00 per e-mail for normal e-mail traffic.

Financial Terms: StarsBest.com and the Star split the revenue from each e-mail equally (50-50).

Accounting period. The accounting and settling of accounts shall be quarterly.

Payment period. Starsbest.com will pay the star's share of the revenue 28 days after the close of the billing and accounting period which shall be quarterly per year. For example, starsbest.com will write star a check within 28 days after the close of the quarterly accounting and billing period.

Hold-back: Starsbest.com will hold back 10% of gross revenues of that quarter for one additional quarter year or create reserves for such amount for one additional quarter to account for or reflect potential chargebacks, fraud, disputed payments, unauthorized payments, or other liabilities which the star shall assume all responsibility.

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EXHIBIT 3

starsbest.com www site” with a date of April 20, 2000 and a time of 5:56 AM. EXHIBIT 3;

A Pay-Per-E-Mail Service

STARSBEST.COM

E-mail Your Favorite Stars (\$2 and up)

Television

Movies

Music

Fashion

Sports

Wrestling

Current Events

Games

Politics

Regional

Talkshows

Others

Disclaimer: Hopefully each Star who has agreed to participate will read and respond to each e-mail sent to them. Realistically, Stars are busy people and can't do everything. Starsbest.com can not guarantee that the Stars themselves read these e-mails or will respond, but all the stars here have agreed to participate and have agreed to at least download the e-mail to a computer. The stars do not get paid unless they or their staff download them. You will only be billed and notified when the e-mail is downloaded. Once downloaded, the e-mails may be screened or disposed of by the star or the star's staff. In other words, Starsbest.com makes no promises, representations, or warranties about whether the e-mails will be read. Simply, we provide a service that is the most likely way to communicate with your favorite stars.

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EXHIBIT 4

“Starsbest.com TV site #1” with a date of April 20, 2000 and a time of 4:42 AM

A Pay-Per-E-Mail Service

STARSBEST.COM

E-mail Your Favorite Stars (\$2 and up)

Television

Comedy

Cable

Prime-Time

Day Time

Quiz-Show

Talk-show

On Jerry Springer

On Love-line

Regional

Wrestling

Documentary

News

Others

Or by Name:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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EXHIBIT 5

“Starsbest.com Stars INtroduction Page” with a date of April 20, 2000 and a time of 5:55AM;

A Pay-Per-E-Mail Service

STARSBEST.COM

E-mail Your Favorite Stars (\$2 and up)

Stars:

Get Paid as you get Praised.

StarsBest.com pays you as you read praise from your fans.

StarsBest.com is the first and only pay-per-e-mail service that allows fans for a fee to write a short e-mail to their favorite stars.

Stars get an opportunity to hear from fans and get paid for their effort. (Some stars may want to donate their proceeds to charity.) The amount of cash money a star can make is almost unlimited and all without having to do a great deal of work, without having to endorse a product, and without having to take any great risk. Starsbest.com allows a star to keep in touch with the fans while cashing in on the fame.

Stars can pursue the e-mail at leisure. No personal response is required, expected, or necessary (although of course a response is always hoped for). At the star's option, Starsbest.com will provides an appropriate e-mail appreciation and recognition to the fan that the star has downloaded the e-mail.

Privacy and security are respected. Respond to the most interesting or enticing. Communicate with and see picture of your fans.

Available anytime on the go, regionally, locally, internationally on the Internet.

Legal protection, for instance for for idea submission or confidentiality concerns, is provided.

Financial accountings are up-to-date and on-line.

Fan-club development is assisted by gathering a personalized database of e-mail addresses.

Start now. Immediately. It's free. Earn

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EXHIBIT 6

“Starsbest.com Message Page”

A Pay-Per-E-Mail Service

STARSBEST.COM*E-mail Your Favorite Stars (\$2 and up)*

Because Stars are busy people, brevity is essential. E-mail messages are limited to 400 characters (approximately 55 words). One picture is allowed as well. See [including images](#).

Important Information on the Contents:

All ideas, concepts, characters, or other information you include or present in the message are given by you freely and without expectation of compensation, recognition, attribution, or remuneration. All information you present in the e-mail will be treated as if public, non-confidential, and in the public domain. Please read the [communication agreement](#).

Message:**Photo:****E-mail Address:**

-
-

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EXHIBIT 7

“Starsbest.com bill order payment page”

A Pay-Per-E-Mail Service

STARSBEST.COM

E-mail Your Favorite Stars (\$2 and up)

Payment:

Billing Address:

First Name

Last Name

Street Address

City

State

Zip

e-mail account:

Credit Card Information:

Visa/MC/Discover/Amex

Acct

Expiration

Check Code:

Check Message and Photo:

Disclaimer: Hopefully each Star who has agreed to participate will read and respond to each e-mail sent to them. Realistically, Stars are busy people and can't do everything. Starsbest.com can not guarantee that the Stars themselves read these e-mails or will respond, but all the stars here have agreed to participate and have agreed to at least download the e-mail to a computer. The stars do not get paid unless they or their staff download them. You will only be billed and notified when the e-mail is downloaded. Once downloaded, the e-mails may be screened or disposed of by the star or the star's staff. In other words, Starsbest.com makes no promises, representations, or warranties about whether the e-mails will be read. Simply, we provide a service that is the most likely way to communicate with your favorite stars.

Send Order

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EXHIBIT 8

Starsbest.com Star Signup page

A Pay-Per-E-Mail Service

STARSBEST.COM

E-mail Your Favorite Stars (\$2 and up)

Star Sign-up:

See the Agreement.

Sign-Up:

Name:

Category: Movies Television Music Fashion Wrestling

In Show/Team/Title/AKA:

Mailing Address:

City:

State:

Zip:

Phone Number1:

Other Contact:

Contact Phone Number:

To lessen problems, in most cases Starsbest.com will not post a nationally prominent Star's name until identity verification. Within a short period after signing up, verification should be complete and the service active.

EXHIBIT 9

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Patent Application of:

John Michael Jensen

Serial No. 09/776,498

Filed: February 5, 2001

For: **METHOD AND SYSTEM TO
FACILITATE FEE BASED
COMMUNICATION**

Examiner: Naresh Vig

Art Unit: 3629

DECLARATION OF JOHN MICHAEL JENSEN UNDER RULE 1.131

EXHIBIT 9

1 Search                                         

EXHIBIT 10

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Patent Application of:

John Michael Jensen

Serial No. 09/776,498

Filed: February 5, 2001


For: **METHOD AND SYSTEM TO
FACILITATE FEE BASED
COMMUNICATION**

Examiner: Naresh Vig

Art Unit: 3629

DECLARATION OF JOHN MICHAEL JENSEN UNDER RULE 1.131

EXHIBIT 10

[Click here for great deals from Dell](#) **PC Magazine -- January 7, 1997**

Extending Internet Mail

A look at Multipurpose Internet Mail Extensions

Jeff Prosis

The Internet is a world built on protocols. Some, such as IP (Internet Protocol) and ARP (Address Resolution Protocol), work at the lowest levels to route packets of data to their destinations and translate Internet addresses into physical network addresses. Others, such as HTTP (HyperText Transfer Protocol) and SMTP (Simple Mail Transfer Protocol), are higher-level protocols that serve as the foundations for Web browsers, mail readers, and other Internet applications.

Lately, my in-box has been overflowing with questions about the Multipurpose Internet Mail Extensions protocol, better known as MIME--a specification for sending non-ASCII data over the Internet using ASCII mail protocols. Internet mail programs use MIME to transmit programs, video, sound, graphics, and other binary file types in the form of text-only mail messages. When a mail program receives a MIME message containing an MPEG video clip, for example, it reconstructs the original MPEG data from the text of the mail message in preparation for playing it back. MIME adds a richness to the Internet that transcends the simple sending and receiving of e-mail messages, and it does so while remaining compatible with existing mail transport mechanisms--even those that are text-based.

So how does MIME work? To answer this, we'll go under the hood to see what a MIME mail message looks like. Then we'll discuss the various methods that mail programs use to encode binary data in plain ASCII text, and we'll finish by talking very briefly about MIME on the Web.

MIME Basics

MIME was created to circumvent a major limitation of Internet mail, whose format was defined in 1982, when e-mail messages consisted primarily of text. Not surprisingly, that format specifies the use of plain ASCII text, and nothing else. MIME extends the specification by allowing binary data to be repackaged in text form and transmitted over the Internet in mail messages that are compliant with the original specification.

Mail programs examine message headers to determine whether a message contains ASCII text or MIME data. A text-only e-mail message's header might look like this one:

```
From: jprosis@zd.com
To: 72241.44@compuserve.com
Subject: You Gotta See This!
[...Text of the message...]
```

MIME defines five additional fields that can be included in the Internet mail header. A message containing a JPEG image might have a header like this one:

```
From: jprosize@zd.com
To: 72241.44@compuserve.com
Subject: You Gotta See This!
MIME-Version: 1.0
Content-Type: image/jpeg
Content-Transfer-Encoding: base64
[...JPEG data...]
```

In the message header, the MIME-Version field specifies the MIME version (currently 1.0). Content-Type specifies the MIME type, in this case a JPEG image. Content-Transfer-Encoding specifies the method used to convert the bits and bytes in the JPEG image to ASCII text. The other two MIME field types (neither of which is included in the message above) are Content-ID, which assigns the MIME entity a unique ID to distinguish it from other MIME entities, and Content-Description, a human-readable description of the MIME data--for example, "Satellite photo of the San Francisco Bay."

The Content-Type field is divided into type and subtype, in our example *image* and *jpeg*, respectively. Image/jpeg is one of several officially sanctioned MIME data types. The table "Common MIME types" lists other types. Most of them--audio, video, and so forth--are self-explanatory. The *message* type allows mail messages to be packaged in other mail messages. *Multipart* means the message contains multiple parts; one use for the multipart content type is to create compound messages containing both graphics and text. The *application* type is a catchall for data types that don't fit neatly into any of the other categories.

Some Internet applications define private MIME types for their own use. A mail client that uses a proprietary bitmap format to transfer images, for example, might define a new image subtype called "x-myimageformat." The complete MIME type would then be *image/x-myimageformat*. The leading "x-" indicates x-myimageformat is an experimental subtype that isn't officially recognized by the Internet standards community.

New types and subtypes can be registered with the Internet Assigned Numbers Authority (IANA). MIME has already grown to include many subtypes not described in the original specification, and you can expect additional subtypes, and perhaps new types as well, to be added over time.

Content Encoding

A key part of any MIME message is the method used to encode its data. Raw binary data is incompatible with many Internet mail systems, so it must be translated into ASCII text before it can be sent in a mail message.

The Content-Transfer-Encoding field in the message header identifies the encoding method. The table on the left lists the five possible values for this field. Our earlier example--a mail message containing a JPEG image--used base64 encoding, a process that divides data into 6-bit chunks and represents each chunk with an ASCII letter, numeral, or punctuation symbol, as shown in Figure 1. The program that receives the message can reconstruct the original data by reversing the base64 encoding process.

While base64 is useful for converting arbitrary streams of binary data to ASCII, it has the unpleasant side effect of swelling the data size by one-third. If an unencoded data stream consists mostly of 7-bit ASCII text with an occasional 8-bit character thrown in, the quoted-printable encoding method is more efficient. The idea behind quoted-printable encoding is simple: transmit 7-bit characters in raw form, but encode each 8-bit character as an equal sign followed by a two-digit hexadecimal character code. Thus, the string

Copyright © 1996

becomes

Copyright =A9 1996

because the copyright symbol is an 8-bit character whose character code is hexadecimal A9.

The final three encoding methods--7-bit, 8-bit, and binary--aren't really encoding methods at all. They simply tell the receiver what kind of data the message contains. If a MIME message consists of 7-bit ASCII characters (no binary data) and no line is longer than about 1,000 characters, it can be transmitted as is by setting Content-Transfer-Encoding to *7bit*. Some Internet mail transport systems are capable of handling 8-bit data, in which case Content-Transfer-Encoding can be set to *8bit* and text containing 8-bit characters can be transmitted in raw form--again, provided no line exceeds about 1,000 characters in length. A Content-Transfer-Encoding field equal to *binary* means the message contains 8-bit characters and there is no limit on the line length. It is typically used to send raw binary data.

MIME on the Web

Internet mail programs aren't the only applications that use MIME. Most Web browsers understand MIME content, too, and are easily configured to support additional MIME types that aren't supported right out of the box.

The property sheet page in Figure 2 is part of CompuServe's SPRY Mosaic Web browser. The file name in the Program field tells the browser to use an external program named Imagevw.exe to view items whose MIME type is video/mpeg. SPRY Mosaic doesn't have an MPEG viewer built in, but if it receives MPEG video in a MIME message or downloads a file with the extension .MPG, .MPE, or .MPEG, it will run Imagevw.exe as a helper application. If image/foo becomes next year's hot image file format and you're stuck with last year's browser, you can bring your browser up to date by adding image/foo to its list of MIME types and telling it what application you'd like to use to view foo files.

Further Reading

If you'd like to know more about MIME, the first thing to do is to obtain a copy of RFC 1521, "MIME (Multipurpose Internet Mail Extensions), Part One: Mechanisms for Specifying and Describing the Format of Internet Message Bodies." A related document, RFC 1522, describes an extension to RFC 1521 that permits non-ASCII character sets to be used in message headers. Other RFCs that may interest you include RFC 1741 ("MIME Content Type for BinHex Encoded Files"), RFC 1740 ("MIME Encapsulation of Macintosh Files"), RFC 1563 ("The Text/Enriched MIME Content-Type"), and RFC 1344 ("Implications of MIME for Internet Mail Gateways").

Jeff Prossie is a contributing editor of PC Magazine. *FIGURE 1: The base64 encoding method converts binary data to ASCII by partitioning each run of three 8-bit bytes into four 6-bit values, then replacing the four 6-bit values with four ASCII character codes. Here, the byte stream 214, 46, 138 is converted to 1C6K. FIGURE 2: Most Web browsers can understand MIME content and can be configured to support new MIME types.*

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Shop Now! Gateway Home Computing Center

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